

Springerville Town Council  
Minutes  
Sept. 1, 2010  
6:00p.m.

Council: Mayor Eric Baca, Dan Muth, Connie Hunt, Susie Silva and Ron Thebeau

Staff: Steve West Town Manager, Timothy Shaffery Legal Counsel, Larisa Bogardus, Community Development Director, Mike Nuttall Police Chief

Public: Crystal Steed, Kevin Burk, Ella Stevens, Jeff Stevens, Becki Christensen, Steve Wood, Hank Rogers, Ron Cavanaugh, Kevin Burk, Ron Cavanaugh, Phil Hanson Jr., Amanda Spuro, Becke Newton, John Cole, Bill Irland, Michael Zimmerman

1. Mayor Baca called the meeting to order at 6:00 p.m.
2. The Pledge of Allegiance was said.
3. Public Participation: Ron Cavanaugh complained that people didn't know where to vote in the recent primary election. He asked at the last council meeting and was told to go to the County Annex building. On election day, there was no voting there and he was sent to Eagar. Then he was referred to a church and finally found out Springerville voting was at Town Hall. As a candidate, he didn't carry Apache County by one vote. He appreciated the electronic sign on Main Street and the signs at the firehouse, but felt something could have been in the newspaper.  
Mayor Baca apologized for the confusion. Early voting was at the County Annex building. Manager West added that the Town Clerk normally manages elections, but was injured. Councilman Thebeau thanked Mr. Cavanaugh, saying that voters didn't need to be disenfranchised in this manner.
4. Manager, Council and Chamber Reports.

Town Manager West reported Town Clerk Valentina Cordova was burned while burning brush and was being treated in Phoenix. She had undergone some grafting and was in good spirits, although worried about missing work.

The deadline for the airport runway overlay is in four days and the contractor will not be met due to problems with the asphalt mix. The contractor has been advised that liquidated damages will be charged. Chamber Director Becki Christensen reported she had developed a complete list of all licensed businesses in Eagar and Springerville as had been requested. The next directory will not be published until next spring, so there is time to decide how non-members will be listed. The chamber website has been redeveloped and received 1602 hits in August, 710 of which were different users. The site also logs what pages are visited and how long pages are viewed. The visitor center had 1,000 visitors, almost all of whom were tourists.

She reminded council of the networking event at Safire restaurant at 7 a.m. on Sept. 9.

The board has decided to advertise in the Arizona Visitor Guide at a cost of \$7,000. This is the official tourism publication of the Arizona Office of Tourism and the only other area in Northern Arizona that is advertised is Flagstaff. The magazine includes a reader response postcard that will help the chamber track its success.

Councilwoman Silva reported the Arizona League of Cities and Towns was very educational. She and Manager West split the sessions to attend as many as possible. Her personal favorite was Education Equals Economic Growth. Former Mayor Mary Nedrow was honored during the governor's luncheon for her 8 years of service and the REAL Arizona marketing campaign was launched.

5. Consider approval of the minutes from the council meeting held on August 18, 2010 at 6:00pm

Dan Muth/Ron Thebeau motion to approve the minutes from the Aug. 18, 2010 meeting.

Vote:	Ayes:	Eric Baca
		Dan Muth
		Connie Hunt
		Susan Silva
		Ron Thebeau

6. MEMORANDUM OF UNDERSTANDING: Discussion regarding a proposed Memorandum of Understanding between the Chamber of Commerce and the Town.

Chamber director Christensen distributed a breakdown of current services and their funding sources.

Councilman Thebeau asked for a breakdown of funding from Eagar and Springerville. Mrs. Christensen said it is about the same.

Mayor Baca asked where the chamber would like to put additional funding. He assumed advertising. Mrs. Christensen said staff knowledge and expertise is the chamber's greatest asset, but she would like to increase advertising as well. Currently, she works 60 to 70 hours a week and her assistant works 22. If the council wants more services, staff would have to be increased.

Councilwoman Silva asked if the chamber is willing to do more fundraising. Mrs. Christensen said she is exploring several fundraising options. Currently the only large fundraiser is Chrome in the Dome. Councilwoman Silva asked if the chamber buys gift shop merchandise or consigns it. Mrs. Christensen said it is about 50/50. The chamber makes 30 percent on consigned items.

Attorney Shaffery interrupted to advise that the council has strayed from the agenda item. Councilman Thebeau said the council is trying to understand chamber operations and he felt it was appropriate.

Councilwoman Hunt said she would like to formally evaluate the MOU at a work session. It was decided to meet at 5 p.m. Sept. 15.

7. Tourism Tax Committee: Discussion and action regarding requests from the Tourism Tax Committee to fund the following requests:

1. Springerville-Eagar Regional Chamber of Commerce in the amount of \$3,000
2. Showdown in the Badlands in the amount of \$500
3. Arizona ATV Outlaw Jamboree in the amount of \$3,000

Susie Silva/Dan Muth motion to approve the requests.

Crystal Steed said the donation would greatly help the Showdown in the Badlands' advertising budget. Councilwoman Hunt said she would like a report after the event.

Hank Rogers said registration for the ATV Jamboree is up by about 60 participants over last year. They expect 300 participants and 120 volunteers, about half of whom are from out of town. Representatives of corporate sponsors will be here as well. Some participants are already here a week in advance for an extended vacation. The governor will be attending the closing ceremonies Saturday night and he invited the council to attend.

Councilwoman Hunt asked if the motels could be surveyed for increases in guests. Mrs. Christensen said she did that after Chrome in the Dome and would do so again. Mr. Rogers said many participants stay onsite in their RVs, but patronize restaurants and other businesses.

Councilman Thebeau clarified that the only wastewater dumped into the Town system would be from RVs. Manager West said that was in the contract and would be re-confirmed.

Vote: Item 1      Ayes:      Eric Baca  
Dan Muth  
Connie Hunt  
Susan Silva  
Ron Thebeau

Item 2	Ayes:	Eric Baca Dan Muth Connie Hunt Susan Silva Ron Thebeau
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Item 3	Ayes:	Eric Baca Dan Muth Connie Hunt Susan Silva Ron Thebeau
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8. BOARD OF ADJUSTMENTS:

- a. Adjourn the regular town council meeting to meet as the Board of Adjustments.
- b. Return to the regular meeting for executive session.

Ron Thebeau/Dan Muth motion to adjourn temporarily and convene as the Board of Adjustments at 6:37 p.m.

Vote: Ayes: Eric Baca  
Dan Muth  
Connie Hunt  
Susan Silva  
Ron Thebeau

Dan Muth/Ron Thebeau motion to reconvene the regular Town Council meeting at 7:12 p.m.

Vote: Ayes: Eric Baca  
Dan Muth  
Connie Hunt  
Susan Silva  
Ron Thebeau

9. EXECUTIVE SESSION: The Town Council has the right to adjourn into Executive Session in accordance with Arizona Revised Statutes Section 38-431.03 (A)(1) and (4) for legal consultation.

- Consider entering into executive session for legal consultation on the airport property.
- Consider entering into executive session for legal consultation regarding property acquisition.
- Any discussion and action as a result of the executive session.

Dan Muth/Ron Thebeau motion to enter into executive session at 7:12 p.m.

Vote: Ayes: Eric Baca

Dan Muth  
Connie Hunt  
Susan Silva  
Ron Thebeau

Dan Muth/Connie Hunt motion to exit executive session and reconvene the regular meeting at 8:02 p.m.

Vote:	Ayes:	Eric Baca
		Dan Muth
		Connie Hunt
		Susan Silva
		Ron Thebeau

The Town Attorney was directed to obtain the chain of title for the airport property.

It was noted for the record that no action was being taken regarding Item 8(b)

10. Adjournment:

Dan Muth/Susie Silva motion to adjourn the meeting at 8:03 p.m.

Vote:	Ayes:	Eric Baca
		Dan Muth
		Connie Hunt
		Susan Silva
		Ron Thebeau

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Eric Baca, Mayor

ATTEST:

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Town Clerk

I hereby certify that the foregoing is a true and correct copy of the minutes of the Springerville Town Council in regular session on Wednesday, Aug. 18, 2010. I further certify that the meeting was duly posted and a quorum was present.

Dated this 2nd Day of September 2010.

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Larisa Bogardus, Director of Community Development